

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W

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P 250725Z JUL 75

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC PRIORITY 6314

UNCLAS SECTION 1 OF 2 TAIPEI 4681

E.O. 11652: N/A

TAGS: BEXP, XB, TW

SUBJECT: CCP ACTION TEAMS

REF : STATE 167622

1. ACTION TEAM MET JULY 25 AND APPROVED FINAL FY 1975
REPORT ON ACTIONS ASSIGNED TO POST IN SECTION IV OF
CCP. FOLLOWING RESPONSES ARE KEYED TO PAGES AND NUMBERS
IN THAT SECTION.

PAGE 9, A.1.1. - TRADE CENTER (TC) PROMOTED AND
STAGED EVENTS AS SCHEDULED IN APPENDIX B. "AGRICULTURAL
EQUIPMENT" JEEP, HOWEVER, WAS CANCELLED BECAUSE OF
NEGATIVE MARKET RESEARCH FINDINGS. "INDUSTRIAL HEATING
AND COOLING EQUIPMENT" AND THE "COMPUTERS WITH INDUSTRIAL
APPLICATIONS" TRADE MISSION WERE CANCELLED BY DOC. A
TOTAL OF 5 TC EXHIBITIONS, 1 JEEP, 2 CATALOG SHOWS,
AND 58 BSP'S GENERATED 50,587 VISITORS, \$2,902,204 IN
IMMEDIATE SALES AND \$65,160,578 IN 12-MONTH PROJECTED
SALES. POST CONSIDERS THESE TO HAVE BEEN SUCCESSFUL
PROMOTIONAL ACTIVITIES.

PAGE 9, A.1.2. - POST SUBMITTED TO DOC OPTIMUM FY-76
PROGRAM (SEE TAIPEI 4144 OF 7/1/74 AND TAIPEI 4236 OF
7/5/74). REVISED PROGRAM WAS SUBMITTED AFTER MARKET
RESEARCH FINDINGS REVEALED THAT THEMES FOR 2 EXHIBITIONS
SCHEDULED FOR FY-76 WERE NOT PROMOTABLE. (SEE TAIPEI
3942 OF 7/2/75).

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PAGE 9, A.1.3. - FY-75 PROMOTION EVENTS WERE HELD
FOR PRODUCT CATEGORIES 1, 6, AND 8.

PAGE 9, A.1.4A - THE GROG TOGETHER WITH THE 14

PARTICIPATING BANKS IN CFF PROGRAM ARE FULLY AWARE OF EXIM BANK PROCEDURES. POST HAS GIVEN MAXIMUM PUBLICITY TO CFF PROGRAM THROUGH MEDIA, DISSEMINATION OF BROCHURES, AND SPEECHES TO BUSINESS ORGANIZATIONS. IN ADDITION, EXIM PRESIDENT VISITED POST IN JANUARY 1975.

PAGE 9, A.104B - POST HAS REPORTED PROMPTLY WHEN INFORMATION WAS AVAILABLE ON TERMS THAT THIRD-COUNTRY SUPPLIERS WERE OFFERING.

PAGE 10, A.1.4C.1 - POST RECOMMENDED THAT JAN. '75 "POLLUTION CONTROL" CATALOG SHOW IN TAIPEI BE EXTENDED TO INCLUDE KAOHSIUNG. POST WILL RECOMMEND ADDITIONAL FUTURE OFF-SITE PROMOTIONS AS THEMES WARRANT AND BUDGET PERMITS.

PAGE 10, A.1.4C.2 - USIS TAIPEI RENDERED FULL SUPPORT TO TC PROMOTIONS, PARTICULARLY WITH REGARD TO NEWS RELEASES AND MEDIA CONTACTS. USIS CENTERS IN TAICHUNG, KAOHSIUNG AND TAINAN ASSISTED IN PROMOTION ACTIVITIES WHENEVER CALLED UPON.

PAGE 10, A.1.4C.3 - POST SUBMITTED REVISED INFORMATION IN AUTOMATED FTI ACCORDING TO CA-977 IN JUNE 1975. ALSO, POST ADOPTED NEW COMBINED TELEGRAPHIC WTD/FTI REPORTING SYSTEM OUTLINED IN CA-881 ON APRIL 1, 1975. DURING FY-75 POST REVIEWED SIX MARKET RESEARCH REPORTS TO ENSURE THAT INFORMATION ON LISTS OF POTENTIAL AGENTS AND END-USERS WAS CURRENT.

PAGE 10, A.2.1-5.- DUE TO DOWNTURN IN ROC ECONOMY IN FY-75 AS RESULT OF RECESSION IN MAJOR EXPORT MARKETS, NO NEW MAJOR PROJECT WORTH AT LEAST \$100 MILLION IN POTENTIAL U.S. EXPORTS SURFACED. IN FACT, SEVERAL OF THE PROJECTS HAVE BEEN DELAYED UNTIL ECONOMIC CONDITIONS IMPROVE. POST CONTINUED TO KEEP IN TOUCH WITH AGENCIES RESPONSIBLE FOR IMPLEMENTATION OF MAJOR UNCLASSIFIED

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PROJECTS AND TO REPORT PROMPTLY OPPORTUNITIES FOR SALES OF U.S. GOODS AND SERVICES. DURING FY-75, POST UPDATED STATUS REPORT ON 54 MAJOR PROJECTS PRESENTLY UNDER CONSIDERATION AND IMPLEMENTATION IN ROC.

PAGE 11, A.3.1-2. - A TOTAL OF 174 TO'S WAS SUBMITTED IN FY-75 COMPARED WITH 250 SUBMISSIONS DURING FY-74. REASONS FOR DECREASE WERE SLUGGISH LOCAL ECONOMIC CONDITIONS AND MORE THOROUGH SCREENING OF TO'S BY POST. TENTATIVE RESULTS OF SYSTEMATIC SCREENING AND REVIEW OF TO APPLICANTS INDICATE SALES AND REPRESENTATIONS FOR U.S. SUPPLIERS INCREASED IN FY-75 OVER FY-74. ALSO, POST SUBMITTED 2 MAJOR TO'S DURING

PROGRAM YEAR, NITRIC ACID PLANT (TAIPEI 2513) AND TUNGSTEN CARBIDE PLANT (TAIPEI 3002) AS WELL AS 36 GOVERNMENT TENDERS.

PAGE 11, A.4.1. - POST HAS PERSISTENTLY ENCOURAGED GROC TO FURTHER IMPORT LIBERALIZATION. IT SEEMS UNLIKELY, HOWEVER, THAT GROC WILL TAKE FURTHER ACTION IN THIS AREA UNTIL ECONOMY PICKS UP AND FOREIGN EXCHANGE RESERVES INCREASE.

PAGE 11, A.4.2. - POST HAS CONTINUED TO ENCOURAGE GROC OFFICIALS TO EXTEND INCREASED PROTECTION OF U.S. TRADE MARKS AND PATENTS TO AVOID ADVERSE EFFECTS SUCH PRACTICES HAVE ON TAIWAN'S TRADE AND INVESTMENT CLIMATE. BOARD OF FOREIGN TRADE AND NATIONAL BUREAU OF STANDARDS WORKED CLOSELY WITH EMBASSY ON THIS PROBLEM AND BOTH HAVE BEEN HELPFUL IN RESOLVING MANY OF THE VIOLATIONS PRESENTED TO POST THIS YEAR.

PAGE 12, A.5.1. - TWO TRAINING SESSIONS WERE ORGANIZED BY COMMERCIAL OFFICER WITH MAJOR GROC PROCUREMENT AGENCIES ON THE USE OF VISUAL SEARCH MICROFILM FILE (VSMF) AS A SOURCE OF FINDING AMERICAN PRODUCTS. RESULT OF THESE SESSIONS HAS BEEN INCREASED UTILIZATION OF THE VSMF BY SUCH ORGANIZATIONS AS TAIWAN SUPPLY BUREAU, CENTRAL TRUST PURCHASING OFFICE, TAIWAN RAILWAY ADMINISTRATION, CHINA PETROLEUM CORPORATION AND OTHER GOVERNMENT AGENCIES.

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W

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P 250725Z JUL 75

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC PRIORITY 6315

UNCLAS SECTION 2 OF 2 TAIPEI 4681

PAGE 12, A.5.2. - POST HAS ACTIVELY PROMOTED ATTENDANCE TO U.S. TRADE SHOWS BY ROC TRADE ASSOCIATIONS AND MANUFACTURERS. DURING FY-75, TRADE GROUPS FROM ROC ATTENDED INTERNATIONAL MACHINE TOOL SHOW; TEXPO'74; PRINT'74; INTERNATIONAL AIR CONDITIONING, HEATING AND REFRIGERATING EXPOSITION; AND CONSTRUCTION EQUIPMENT

EXPOSITION AND ROAD SHOW.

PAGE 12, A.6.1. - DURING FY-75, POST SUBMITTED STUDIES ON THE TEXTILE, PLASTICS, AND RUBBER FOOTWEAR INDUSTRIES. THE ELECTRONICS AND FOOD PROCESSING INDUSTRY REPORTS, UNDERWAY IN FY-75, WILL BE COMPLETED IN FY-76.

PAGE 12, A.6.2. - PTR SUBMISSIONS WERE MADE ON FOLLOWING THEMES: "ELECTRONIC COMPONENTS PRODUCTION EQUIPMENT", "ELECTROMOTIVE SYSTEMS", "ELECTRONIC CALCULATORS", "MEDIA USA", AND "FLUID POWER EQUIPMENT". POST-GENERATED PTR ON "AVIATION AND GROUND SUPPORT EQUIPMENT", ORIGINALLY SCHEDULED FOR SUBMISSION IN FY-75, WILL BE SUBMITTED IN FY-76.

PAGE 12, A.7A.1. - PAO ASSIGNED PRIMARY RESPONSIBILITY FOR EXPORT PROMOTION TO INFORMATION OFFICER AND BPAO/ KAOHSIUNG. BOTH OFFICERS WORK VERY CLOSELY WITH COMMERCIAL ATTACHE AND TC DIRECTOR. PAO ALSO ENSURES THAT USIS PERSONNEL ARE FULLY AWARE OF IMPORTANCE OF EXPORT PROMOTION PROGRAMS.

PAGE 12A, 7.A.2. - A LIST OF THE THREE ECONOMIC DAILIES, SIX WEEKLIES AND NINETY-TWO MONTHLY MAGAZINES THAT ARE TRADE-UNCLASSIFIED

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ORIENTED HAS BEEN COMPILED AND FORWARDED TO COUNTRY SPECIALISTS. PRESS RELEASES, ESPECIALLY THOSE PROMOTING TRADE CENTER SHOWS, HAVE BEEN AIMED AT THE APPROPRIATE TRADE JOURNALS AND PUBLICATIONS.

PAGE 12A, 7.A.3. - POST'S BI-MONTHLY "COMMERCIAL NEWSLETTER" FEATURED SECTIONS ON NEW PRODUCTS FROM U.S. THIS INFORMATION WAS PROVIDED BY USIS. POST ALSO HANDLED ALL INQUIRIES ON NEW U.S. PRODUCTS PUBLISHED IN "WORLD TODAY" BY USIS HONG KONG. USIS RELEASES ON NEW U.S. PRODUCTS WERE CARRIED IN CHINA POST (ENGLISH), ECONOMIC DAILY NEWS, AND ECONOMIC NEWS SERVICE.

PAGE 12A, 7.A.4 - TC LOCAL STAFF IS QUALIFIED TO PREPARE ALL TRANSLATIONS FOR TC EVENTS. USIS TRANSLATION SERVICES WERE UTILIZED FOR SPEECHES MADE BY POST PERSONNEL ON COMMERCIALLY-RELATED WORK.

PAGE 13A, 7.A.5. - VTR ON PRINT '74 STAGED IN CHICAGO WAS USED IN TAIPEI AT "PRINT'75", JAN.'75. USIS TAIPEI ALSO ASSISTED TC IN LOCATING FILMS ON PACKAGING TECHNOLOGY IN THE U.S. THEIR FILMS WILL BE LENT TO THE CHINA PACKAGING INSTITUTE AS A PRELUDE TO THE SEPT. '75 "PACKAGING EQUIPMENT" JEEP.

PAGE 13A, 7.A.6. - NO GRANTS UNDER THE C.U. PROGRAM

WERE GIVEN OWING TO DIFFICULTIES IN FINDING SUITABLE CANDIDATES. IT IS HOPED THAT SOME GRANTS CAN BE GIVEN IN FY-76 AND EFFORTS WILL BE DIRECTED TO THIS END.

PAGE 13A, 7.A.7.B - POST HAS INVENTORIED TRADE PUBLICATIONS IN COMMERCIAL LIBRARY AND RELATED PUBLICATIONS IN USIS LIBRARIES IN KAOHSIUNG, TAINAN AND TAICHUNG. PROCUREMENT OF PUBLICATIONS TO UPGRADE LIBRARIES HAS TAKEN PLACE. WHEN POST FUNDS ARE INADEQUATE TO PROCURE ADDITIONAL MATERIALS FOR USIS LIBRARIES, THE COMMERCIAL LIBRARY DONATES ONE-YEAR-OLD REFERENCE BOOKS TO USIS AS NEW PUBLICATIONS ARE RECEIVED.

PAGE 13A, 7.A.7.C. - DURING FY-75 ECONOMIC/ COMMERCIAL COUNSELOR AND OFFICERS IN COMMERCIAL SECTION UNCLASSIFIED

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ADDRESSED 20 SEPARATE CLUBS THROUGHOUT TAIWAN ON U.S. COMMERCIAL PROGRAMS.

PAGE 14A, 8.1. - POST SUBMITS PERIODICALLY VIA "NOTES TO THE DESK" NAMES OF INTERESTED U.S. FIRMS PLANNING TO INVEST IN ROC, THEIR PRODUCTS AND INTENDED MARKETS.

PAGE 14A, 8.2. - SINCE TC OPENING, ALL POST OFFICERS ENGAGED IN TRADE PROMOTION ROUTINELY BRING TO ATTENTION OF NTM FIRMS THE FACILITIES AVAILABLE AT TC.

PAGE 14A, 9. - CCP COUNTRY ACTION TEAM MEET QUARTERLY TO REVIEW PROGRESS IN ATTAINING CCP OBJECTIVES AND TO REVIEW QUARTERLY REPORT. THIS WAS IN ADDITION TO WEEKLY MEETINGS ON IMPLEMENTATION OF CCP BY ECON/COMM COUNSELOR, TC DIRECTOR, COMMERCIAL ATTACHE, AND USIS DIRECTOR AS WARRANTED.

PAGE 15B AND C - POST DEVOTED CONSIDERABLE TIME AND ATTENTION TO FACILITATING U.S. INVESTMENT AND ASSISTING U.S. BUSINESSMEN THROUGH REPORTING ON INVESTMENT CLIMATE AND OPPORTUNITIES, BRIEFING POTENTIAL INVESTORS AND ARRANGING APPOINTMENTS WITH APPROPRIATE LOCAL BUSINESSMEN AND/OR GOVERNMENT OFFICIALS, AND ASSISTING U.S. BUSINESS COMMUNITY IN RESOLVING ANY PROBLEMS THAT ARISE. RECENTLY, EMBASSY WAS ABLE TO WORK OUT ARRANGEMENTS WITH GROC TO FACILITATE RESIDENT BUSINESSMEN'S VISAS IN TAIWAN. THE POST HAS ESTABLISHED AND MAINTAINS CLOSE AND EFFECTIVE LIAISON WITH AMCHAM AND OTHER TRADE ORGANIZATIONS. UNGER

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